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—the Perfect Crab

PERFECTION is a good deal to claim for anything! Let's see whether Dolgo satisfies the Requirements for a "Perfect" Crab Apple.

THE PERFECT CRAB—

1—must be a rich red,

2—must jell properly,

3—must be good for canning,

4—must bear well,

5—must be hardy,

6—must be free from blight,

7—must be ornamental.

These Requirements are the Seven Points of Perfection in Crab Apples and

DOLGO has All Seven Points

Seven Keys

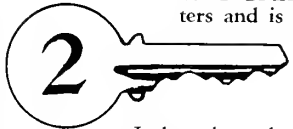
to Dolgo's Popularity



DOLGO is Red—a rich red—red all over

Dolgo is in the front rank.

RAY SPEER, President of Minnesota State Horticultural Society, says: "The fruit hangs in big clusters and is fiery red."



DOLGO Jells Perfectly—even when it is dead ripe

Jelly making is a pleasure with Dolgo. It jells so quickly and so easily—you don't have to wonder if it's going to come out right. As for quality, Dolgo holds top place. It has the color and it has the flavor. You can serve it at a banquet and know there's nothing better. Guests will remark about the sparkling red color and delicious flavor. It's fine to have a good supply of Dolgo jelly on the shelves.

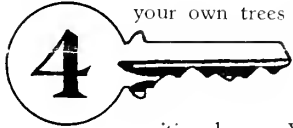
BETTY CROCKER, Head of the Home Service Department, Washburn Crosby Co., writes: "It has such a delicately rich flavor and a beautifully clear color."

PROFESSOR W. H. ALDERMAN, Chief, Division of Horticulture, University of Minnesota writes: "Excellent and well colored jelly."



DOLGO Excellent for Canning

It's not too large and it's not too small. The high color is just as attractive in the sauce as it is in the jelly. There is something distinctive about this fruit—a different flavor—no other crab is quite so good. You will say so too, when you can pick the fruit fresh from your own trees and can it for the winter supply.



DOLGO Bears Early and Abundantly

In these days when houses are built in thirty days and a Ford car is turned out "while you wait," we are impatient with a tree that is slow to bear. Dolgo doesn't keep you waiting long. Young baby trees in the nursery row occasionally bear and when you plant them on the lawn or in the orchard, it is one of the first to carry fruit.

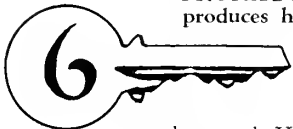
PROFESSOR N. E. HANSEN, South Dakota State College, states: "I get many reports as to the early and heavy bearing of the Dolgo."



DOLGO Is Extremely Hardy

This is of vital importance. Unless a tree is hardy and can thrive and carry good loads of fruit, the finest quality in the world would be of little benefit. Dolgo has been severely tested in this respect by both Professor Hansen in South Dakota and Professor Yeager in North Dakota. If it thrives there, we can safely call it hardy. The branches are strong, sturdy, well shouldered, able to carry heavy loads without splitting.

PROFESSOR YEAGER, State College of North Dakota, writes: "100% hardy, bears very early, produces heavy."



DOLGO Trees Are Free from Blight

What a relief to planters to have a crab apple tree that is not subject to blight. Blighting trees are a serious menace in an orchard. Such old crab apples as Transcendent and Hyslop are rank offenders in this respect, and in many communities raising crab apples has been discontinued. Now Dolgo comes to the rescue. It doesn't blight and you can safely plant it on the lawn or in the orchard.

PROFESSOR N. E. HANSEN, State College of South Dakota, says: "Dolgo has never blighted here at Brookings. Transcendent and Hyslop both died from blight many years ago."



DOLGO Has Rare Beauty As An Ornamental Lawn Tree

You have a happy combination of splendid qualities in fruit with a shapely tree, beautiful in flower and in fruit. The fiery red clusters are a handsome sight. Apple trees are commonly planted back in the garden or orchard. You can put Dolgo on the lawn in groups and you'll find it one of the most pleasing features in all of the planting.

In these days we expect utility and beauty combined. We have beauty in our autos, in buildings, in our kitchens, bathrooms, and all furnishings. And now you can have beauty in your crab apple trees.

Read what PROFESSOR ALDERMAN AND RAY SPEER say on next page.

Men and Women Who Know— What They Think of DOLGO



PROF. N. E. HANSEN
Head of Dept. of Horticulture
State College South Dakota

PROF. N. E. HANSEN

is widely known and recognized as one of our foremost plant breeders and explorers. He says:

"I get many reports as to the early and heavy bearing of the Dolgo Crab. It is a beautiful ornamental tree also. The Dolgo has never blighted here at Brookings—Transcendent and Hyslop crabs both died from blight many years ago in the Station orchard. The trees are of strong growth with wide spreading forks and strongly shouldered limbs, indicating that they will not split down easily.

"Fruit full of juice, jells easily, makes a rich, red jelly of beautiful color and excellent flavor."

PROF. A. F. YEAGER

Horticulturist, North Dakota Agricultural College, states:

"It does not blight in our plots, where such varieties as Hyslop and Transcendent are entire failures due to blight. It has not shown any damage from apple scab, is 100% hardy, bears very early, produces heavy and has a very attractive fruit."

BETTY CROCKER

Head of the Home Service Department, Washburn Crosby Co.—The Home of Kitchen-tested Flour—in reference to Dolgo jelly writes:

"We tried it with hot biscuits here in our Gold Medal Kitchen and found it delicious. It has such a delicately rich flavor, and such a beautifully clear color.

"I understand that you made it from Dolgo Crab Apples and imagine women will be very anxious to get them for jelly making."



PROF. W. H. ALDERMAN
Chief, Div. of Horticulture
University of Minnesota

PROF. ALDERMAN writes:

"The Dolgo crab is the best one I know of for northern conditions. It makes a handsome lawn tree with its symmetrical outline, light green foliage and fiery red fruit. The medium sized conical fruits make an excellent and well colored jelly. They can be used for this purpose, even after they have reached the dead ripe stage. Since this variety seems to be hardy throughout Minnesota, I believe that it will ultimately become our most popular crabapple."

PROF. C. E. ELLENWOOD

Assistant Horticulturist, Ohio Agricultural Experiment Station, writes of the Dolgo:

"This variety is one of the most striking crab apples, both in tree and fruit. At blooming time the tree is a mass of decorative blossoms. Again in late summer as the fruit is coloring, the tree is very beautiful."

RAY P. SPEER

President Minnesota State Horticultural Society, writes:

"It is my belief that the Dolgo crab has great promise here in the Northwest.

"As an ornamental, it ranks very high. I believe it even more beautiful than the Mountain Ash. The fruit hangs in big clusters, and is fiery-red. On my place in the country I have put three of them in a group on my front lawn, and have placed them here and there about the entire farm.

"It makes wonderful jelly. My wife put up some Dolgo Crab jelly last fall that is exquisite in color, and has a very fine flavor, too.

"It is a strong and vigorous grower, and fruits very young."



RAY. P. SPEER
President Minnesota State
Horticultural Society



Ox Carts and Crab Apples

YOU DON'T RIDE IN OX-CARTS TODAY because you don't have to. Neither do you have to struggle with "ox-cart" Crab Apples! Now, you can get *Dolgo*—as much of an improvement in Crabs as your auto is over the old ox-cart.

If the old crabs are blocking the way of progress, the axe or a little dynamite will make room for something that is more useful and more ornamental—*DOLGO*, THE PERFECT CRAB.

You Can't Buy DOLGO At Your Grocers

One thing you can't buy from your grocer, is *Dolgo* Crabs. There's simply not enough to go 'round. So far, all of the *Dolgo* grown are being used at home or sold to immediate neighbors, or friends. There is always somebody anxious to get any surplus you may have. Some day when trees are more plenty, *Dolgo* will be the Standard Crab at fruit stores but now the only way to get *Dolgo* is to "Grow Your Own."

Not Common "Apple Sauce"

The remarks of the men and women on the preceeding page are not common "apple sauce." They are *Dolgo* facts. People in their position say what they mean and mean what they say, and they have a good reason for saying it. *Dolgo* has been tried and has stood the test. PROFESSOR HANSEN has grown it since 1897 at Brookings, South Dakota. After watching it for 20 years under those trying conditions, he felt satisfied of its value and introduced it in 1917. Since then, it has been widely planted by horticulturists as fast as planting stock was available. We have been growing *Dolgo* a number of years but have been sold out long before the season was over. This year we have a larger stock than ever and the price is within the reach of all.

Reserve Your DOLGO Now!

They are Beauties on the lawn and a Satisfaction on the table—admired by all who see the Trees or taste the Jelly.

"It's Not A Home Without DOLGO"



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